Welt der Zukunft
Editorial topic series
DIE WELT & WELT AM SONNTAG
2020
Welt der Zukunft

Editorial topic series 2020

- The series of topics will continue to set editorial accents in 2020 with innovative topics from the focus areas of business, society, energy & technology
- All topics can be experienced cross-media and offer unique future worlds for your communication
- Benefit from the cross-media market leadership of WELT with a net reach of

22.93 million readers

*Source b4p 2019-I; basis: readers per issue, users per month (online, mobile use via smartphone / MEW, for WELT also the app)
WELT = DIE WELT + DIE WELT Kompakt + WELT AM SONNTAG + WELT AM SONNTAG Kompakt + WELT Online + DIE WELT Edition
WELT DER ZUKUNFT

TOPICS OVERVIEW 2020

JANUARY - JUNE

19./22. March
Smart City

17. April
The intelligent factory
(at the Hannover Fair)

14./17. June &
Energy and efficiency

20. June
Formula E
WELT DER ZUKUNFT

TOPICS OVERVIEW 2020

JULY - SEPTEMBER

Beginning of July (tbd)
TOA Berlin

04. September
Communication & Electronics (at IFA)

24./27. September
Mobility
WELT DER ZUKUNFT

TOPICS OVERVIEW 2020

OCTOBER - DECEMBER

22./25. October
Energy & efficiency II

26./29. November
Networking

10./13. December
Banking
What makes a city "intelligent"? And why do we need Smart Cities at all? This special issue is dedicated to these questions and other exciting and future-oriented fields of urban development.

The intelligent factory – 17. April 2020
DIE WELT

Industry 4.0 now determines the entire life phase of a product: from the idea, through development, production, use and maintenance, to recycling. What opportunities and risks result from this?
Sustainable energy makes sense and is imperative for both the economy and the private end consumer. A rethink is required in all our actions.

With Mercedes and Porsche, two more German manufacturers, in addition to the already established Audi and BMW, are now taking up the battle for pole position in 2020. The special is published directly to the race in Berlin with all facts & figures about the teams.
Under the slogan "The Future of Tech, Work and Life", Europe's largest interdisciplinary technology festival, the Tech Open Air, will take place in Berlin from June 23-26. All Tech News will be held in special. All Tech News can be found in the Special.

Closing date for advertisements/print: tbd

Communication & Electronics – 04. September 2020
DIE WELT

The latest trends & features of the technology industry - especially those of consumer electronics - are presented annually at the International Consumer Electronics Fair in Berlin. A special on Smartphone, TV & Co.

Closing date for advertisements/print: 31.07./31.08.2020
Alternative drives, future-oriented mobility concepts and autonomous driving are only a few facets of the mobility of the future, which are illuminated in the special.

Closing date for advertisements/print: 21.08./21.09.2020

Sustainable energy makes sense and is even mandatory for both the economy and private consumers. A rethink is required in all our actions.

Closing date for advertisements/print: 18.09./19.10.2020
Networking – 26./29. November 2020
DIE WELT / WELT AM SONNTAG

Whether in the private smart home, in medicine or generally in mobility - networking is the technical infrastructure of the future and takes place in all conceivable areas.

Closing date for advertisements/print: 23.10./23.11.2020

Banking – 10./13. December 2020
DIE WELT / WELT AM SONNTAG

Is "digital" just another word for "online"? Or is there a difference between online and digital banking? Our special explains how today's banking works.

Closing date for advertisements/print: 05.11./07.12.2020
### Prices & Formats 2020

Special theme prices are considered a supplement to the WELT price list, No. 98, valid from 01.01.2020. The price list valid at the time of publication, including MI’s General Terms and Conditions for Newspapers, as well as the additional terms and conditions of the respective title of AS in the current versions, shall apply to the execution of the order. 15% agency commission or additional agency discount is granted when booking through an advertising agency recognized by us. All prices are exclusive of VAT and are calculated less the discount agreements currently available for the respective objects. Translated with www.DeepL.com/Translator (free version).

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Other formats on request
Present an exclusive story or the whole channel of the respective "World of the Future Topic" as a digital special!

- The special is prepared in detail and in high quality on WELT.de
- With a logo and presenting footer they appear in an eye-catching way as sponsor of the special on WELT.de
- Traffic supply through editorial teasers (on the homepage of WELT.de and through sponsored posts on Facebook)

Presented Content Paket S
(duration 6 weeks, multichannel): Gross € 20,000

Payment on success: 10,000 views guaranteed
Contact

Here you will find your personal contact person in your region!

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